

The Creative Brief helps background advertising agencies, so that the most successful project can be delivered.

Project Name

Please provide a short 3 to 5-word title for this marketing communications project

Background

Please briefly describe the situation that led to this marketing communications request

Business Objectives

Please list the business objectives that this marketing communications project will help support

- 1.
- 2.
- 3.

Target Audience

Please describe the audience you are targeting.

- ▶ People: Sales reps, manufacturer reps, distributors, end-users, designers, purchasers, specifiers, etc.
- ▶ Markets: Manufacturing, Energy, Communications, Mining, Agriculture, Transportation, etc.
- ▶ Firmo-graphics / Demographics: Company size, number of employees, age, sex, interests, etc.
- ▶ Geography: US, certain US regions or states, Canada, Mexico, Europe, South America, etc.
- ▶ Other: if available or known

Current Attitudes / Perceptions

Please briefly indicate how the target audience presently feels about your company or brand.

Desired Attitudes / Perceptions

Please briefly describe how you want the target audience to feel about your company or brand.

Top Competitor Market Positioning

Please indicate the key messages of your top competitors

Competitor A: The most innovative?

Competitor B: The lowest prices?

Competitor C: The best customer service?

Unique Value Proposition

In one sentence (no more than 10-12 words), please provide the main reason your target market should buy from you. It should be unique from the top competitors on the previous page

Value Proposition Proof Points

Please indicate the supporting facts or data regarding why the target market should believe your unique value proposition

- ▶ Proof point A
- ▶ Proof point B
- ▶ Proof point C

Company or Brand Personality

If your company or brand were a person, what 5 words would characterize him or her?

Target Audience Touch Points

Please list the potential places where the unique value proposition could be communicated

- ▶ Web site, social media sites?
- ▶ Trade shows, conferences?
- ▶ Sell sheet, catalog?
- ▶ E-mails, trade magazines?
- ▶ Distributor / dealer marketing?

Project Deadline

Please indicate the date that the marketing communications should begin to be seen / heard by the target audience

Project Budget

Please indicate the available budget for the marketing communications project

Additional Comments

Please provide additional information not covered in the Creative Brief

Requestor Contact Info

Please provide your contact information

Name:

Title:

Location:

(City / State / Country)

E-Mail Address:

Phone Number: